



Lesotho Evangelical Church in Southern Africa

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Chief Executive officer (a.l)

Lesotho Communications Authority

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Dear Sir

**APPLICATION FOR ABRIGED VISION FOR PUBLIC CONSALTATION FOR KEL
MEDIA LICENCE RENEWAL**

In 2003 the Lesotho Evangelical Church in Southern Africa (LECSA) established KEL Media to be its institution responsible for operating a radio station as well as producing newspaper called Leselinyana La Lesotho. In 2004 LECSA applied for a radio station Licence and LTA granted it a radio station Licence with the name LEC FM in December 2004 to operate and provide sound Broadcasting Services in Lesotho and abroad.

In this purpose, I would like to formally request for Sound Broadcasting Licence Renewal which is set to expire on the 30th November 2024.

In this application, i have attached Future Business Projections and Programming Schedule.

Over the past contract period , i have had a privilege of working with LCA and have been grateful for the opportunities and experiences it has provided.

Thank you for your corporation



'Malichaba Lebakeng-Phechela

Acting General Manager

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ABRIDGED VERSION FOR RENEWAL OF SOUND BROADCASTING LICENCE - KEL MEDIA

1.0 OPERATIONAL AND FINANCIAL PERFORMANCE

In 2003 the Lesotho Evangelical Church in Southern Africa (LECSA) established KEL Media to be its institution responsible for operating a radio station as well as producing a newspaper called Leselinyana La Lesotho. In 2004 LECSA applied for a Radio station Licence and LTA granted it a Radio station Licence with the name LEC FM in December 2004 to operate and provide sound Broadcasting Services in Lesotho and abroad.

- 1.0 The church raised funds from within its own institutions, associations and individual congregation members and mobilized money to the tune of about M1,578,960 during 2004-2008 period.
- 1.2 The church donated a building in Morija to serve as the Radio Station studio site and headquarters of the radio station services. The building was renovated, equipment was purchased and installed in the building for the studio. An analogue microwave transmission system was installed to link the studio at Morija to a 1Kw broadcasting transmitter erected on the LNBS tower at Berea Plateau.
- 1.3 Some members of the church donated furniture and a new 4x4 twin cab for the radio station.
- 1.4 A staff of 3 radio presenters(liboholi) who had experience from other radio stations, one technician with extensive experience in telecommunications, and a general manager with radio station experience were employed on three-year contract term renewable at expiry each time.
- 1.5 The mobilization of resources procurement and installation of the studio equipment, broadcasting transmitter and the transmission link were successfully completed during 2004-2008 rendering LEC FM ready to broadcast live. A co-location agreement was concluded with LNBS enabling LEC FM radio transmitter to be installed on LNBS towers for an agreed monthly fee. The broadcast transmitter at Berea Plateau used frequency 102.4MHz and it covered lowlands Maseru, Berea districts and parts of Mafeteng district up to Mafeteng town. Even part of the Free State up to Thaba-Nchu received the LEC FM coverage.

- 1.6 The live radio broadcast was officially launched by LECSA in October 2008 as part of the 175 Jubilee celebration marking the arrival of the PEMS Missionaries in Lesotho in 1833. All funds for operations and salary payments were completely obtained internally from the church until 2011
- 1.7 LECSA applied for capital project funding for expansion of the radio network and it succeeded to get a grant from CEVAA (an Association of Presbyterian churches spread all over the world with its headquarters in France) in 2012. The grant from CEVAA amounted to about £ 95 190 (M1 998 990) and was going to be disbursed in installments over a period covering 2012 to 2019, covering the purchase of office equipment and furniture, broadcasting transmitters and associated equipment, power equipment and studio equipment such as mixers and computers.
- 1.8 During 2012-2013 CEVAA funds of about £10 000 were used to purchase office equipment such as computers and tablets, UPS equipment, standby equipment for the microwave system, the locker, standby generator, cellphones office furniture, etc.
- 1.9 In 2014 a new 1kw broadcasting transmitter was installed at LNBS tower in Thaba-Tseka transmitting in the Thaba-Tseka district, some areas of Mokhotlong and some areas of Qacha's Nek on frequency 96.1MHz. The signal was being received off-air directly from the transmitter at LNBS tower at Berea Plateau and therefore it was of very poor quality due to the long distance.
- 1.10 In 2019 a new 1kw transmitter was installed in Mohale's Hoek at Mohale's Hoek Hill using frequency 96.8MHz and covering most of Mohale's Hoek district as well as some areas of Quthing and Mafeteng districts. The transmitter on Mohale's Hoek Hill has been connected to the Morija studio via Vodacom Lesotho network and it has been mounted on a VCL tower. Co-location arrangements to use VCL network and towers is in place.
- 1.11 During the period 2018-2019 the KEL Radio transmitters at LNBS towers at Thaba-Tseka and Berea Plateau were replaced by LNBS and connected directly to their own multiplex systems and transmitters.

- 1.13 The name of the Radio Station was changed from LEC FM to that of KEL Radio during the launch in 2008 and thereafter the station has been known as KEL Media.
- 1.1.5 In 2016 the license was registered as a private company in accordance with the company Act of 2012 under the name of KEL Media(Pty) Ltd being owned 100% by LECSA but it was still directly under the direct responsibility of the church.
- 1.1.6 In March 2020 responsibility for the overall management of KEL Media (Pty) Ltd under which KEL Radio falls was transferred to the Morija Press and Media Board which is answerable to Komiti ea Seboka.
- 1.12 During 2022 the radio station established a website www.kel.co.ls and enabled all church members in Lesotho with no radio sets but having smartphones to load data and access the radio broadcast wherever cellular networks are found including those in South Africa(where most of Basotho outside Lesotho reside) and the world at large.
- 1.14 The 3 radio presenters are highly experienced in their jobs and there were not any new employees to be trained but one of them was assigned to give on-the-job training to students brought for training by Limkokwing and NUL. Training was also provided for the volunteers. This practical training has been giving since the launch of the radio station. Three employees have been sent for training in Limkokwing University of Creative Technology through the present programme funded by LCA.

1.2 CHALLENGES

- 1.2.1 The first challenge was that the church wanted to establish the radio station but had no funds available for that. The congregation realized that Christians and individual churches under LECSA were spread charity throughout Lesotho and South Africa and therefore harmonization of issues could not be coordinated effectively. This challenge was turned into opportunity which unity and determination by individual members of the church to contribute voluntary financial donations to a point of raising funds internally within the church. The money was enough to establish the rudimentary network and logistics to achieve the aim of the church successfully.

- 1.2.2 The church chose the site of Morija which is the headquarters of LECSA to be the site for the radio station studios. The advantage of that choice is that an old building was available and only needed to be renovated and thereby reducing costs which would have been required for a new building. However, the choice led to bigger operational problems as the staff do not have residential accommodation in Morija resulting in high transport costs for the staff to commute daily from Maseru to Morija and back, resulting to high staff absenteeism. The commercial power at Morija is also very unstable resulting in power cuts which damage equipment and high diesel costs for the standby generator as well as frequent radio broadcast interruptions. The plan is to solve this problem by installing a satellite studio in Maseru city with offices enabling the easy access for the commercial business people and companies who place and arrange advertisements on the radio effectively.
- 1.2.3 From the beginning of the operations of the radio station the staff of the station remained 5 since 2008 until December 2023 because their salaries were paid from the central fund of the church which we know is derived from the voluntary contributions of the individual Christians and that fund is normally insufficient to pay for all other requirements of the church. Even though all the establishment list for KEL Media is more than 20 staff members the management of the church did not consider recruitment of more employees as a priority in comparison to other requirements. This problem of lack of staff results inadequacy of service delivery and to address the problem a lot of staff had to be employed on volunteer basis which in turn leads to unreliable attendance and inability to plan reliable and continuous service provision including training. Another setback caused by inadequate staff complement is that the raising of funds through advertisements cannot be handled properly and therefore the radio station cannot raise self-sustaining revenue. The challenge was addressed in 2016 by registering KEL Media as a private company under company's Act of 2012 so that the organization could be run as an autonomous self-accounting company. The company will have its own accountants, human resources, etc. and be run directly by a Board of directors as it has already been transferred from the central administration of the church.
- 1.2.4 One of the biggest challenges regarding the transmission of the signal from Berea Plateau to Thaba-Tseka was that it was very

weak and therefore retransmission to the area was weak and noisy. The problem was solved by carrying that signal via Vodacom network until when LNBS replaced it with its own network. The reason why LNBS replaced KEL Radio transmitters was that LNBS technicians had difficulties to maintain them efficiently because of lack of spares which took a long time to order whenever there was a system failure. This solution has worked very well as LNBS technicians are usually available to attend to the technical problems timeously especially during the time when KEL Radio has lost its own technician.

- 1.2.5 Another challenge was caused by Covid-19 because it happened at the time when KEL Radio had just concluded a number of agreements with major business companies to broadcast adverts which were going to bring substantial revenue to finance its operations. These companies cancelled the agreements and promises to place adverts with KEL Radio because they were also either collapsing or in danger of doing so. This resulted in employed staff being owed salary payments for number of months and most of the volunteers not reporting to work. Another consequence of covid-19 is that as cash flow dried completely payment for services provided by LNBS and LCA could not be done resulting in accumulation of debts which are not easy to clear even past covid-19. Covid-19 also resulted in CEVVA suspending or cancelling the grant assistance, it had promised to fund the expansion of the radio service to areas like north of the country(Butha-Buthe and Leribe districts) and Qacha's Nek and neighbouring mountain areas even though KEL Radio has already been allocated frequencies respectively by LCA. An Application to CEVAA to fund these projects has been submitted again and there is a hope that it will be successful.

We have already sent staff to Limkokwing University of Creative Technology through LCA, and KEL Media intends to improve on professionalism and technical skills, but due to financial situation, we are planning to train people with available resources, and we are recruiting qualified people.

2. COMPLIANCE WITH LICENCE TERMS, LAWS, & REGULATORY DIRECTIVES

It has not been reported in writing all the time due to the lack of resources , and Staff to be dedicated for such task due to too many LEC power outages

which is the main cause of radio services outages. This LEC power matter affects the whole Morija village.

LICENCE CONDITIONS FOR KEL MEDIA

LICENCE CONDITION	COMPLIANT	NOT COMPLIANT COMENTS FOR NON COMPLIANCE	
NAME OF LICENSEE	1.1 The license was given to LEC FM as the licensee, but that has changed to KEL Media as the licensee.		
TECHNICAL STANDARDS	2.1 yes 2.2 yes 2.3 yes 2.7 yes	2.4 Outages of 10 minutes or more has not been reported in writing all the time due to the lack of staff to be dedicated for such task due to too many LEC power outages which are the main cause of radio service outages.	
3. COVERAGE	Indeed		
6. FEES	Not	6.2 KEL Radio was supposed to pay annual fees timeously, but the condition could not be met especially during covid-19 period which coincided with the time when KEL Media was transferred from central administration of the church and placed under Board but not afforded some seed fund to start its operations with.	
PROGRAMMING	7.3 Overall, KEL Radio has been with the licence conditions and all sound		

	recordings of all programmes were done by a logger.		
OWNERSHIP AND MANAGEMENT	8.1 Licenced service is wholly and operated by the licensee. 8.2 No changes		
AMENDMENTS TO CERTAIN DOCUMENTS OF THE LICENCEE	No changes at all		
SHAREHOLDING CHANGES	Not at all		
FREE SERVICES	13.1 Indeed the announcements requested in writing by the Commissioner of Police or his designate free of charge.		
EMERGENCY PROCEDURES	Not	Outages of 10 minutes or more has not been reported in writing all the time due to the lack of staff to be dedicated for such task due to too many LEC power outages which is the main cause of radio service outages.	
RECORTS AND REPORTING	Not 15.4 Yes, it is, licensee grands at all reasonable times, unhindered access to all its premises, facilities, installations to all officers authority.	Items 15.2 & 15.3 KEL Radio since inspection has been administered as part of the overall church organ and its financial recordings were not separate from other transactions in the church and its financial records were not separated from the rest and the audited financial statements for	

		<p>the church did not isolate the operations of KEL Radio and there for it was impossible to submit audited financial statements yearly.</p> <p>Now that KEL Media is registered as a company in accordance with companies act 2012 and now that KEL Media which is in charge of KEL Radio has been placed under a Board of Directors audited financial statements will be made available to LCA as required</p>	
AMENDMENTS TO THIS LICENCEE	17.1 No amendments		
INCEPTION OF BUSINESS	18.1 Indeed		
PROCEEDING OF THE AUTHORITY	19.1 YES		
RENEWAL OF LICENCES	Not	20.1 The application (Sound Broadcasting License Renewal) was delivered on time, but left with a Security and he did not submit it to the authority as he promised. That's where we lost the game.	
PRIVACY	21,1 Yes 21.2 Yes 21.3 Yes 21.4 Yes 21.5 yes 21.6 yes		
COMPLAINTS AND INVESTIGATIONS	23.1.1 Yes 23.1.2 yes 23.3 Yes		
REVOCATION	24.1.2 Nothing has changed at		

	all. 24.1.3 Licensee can't fail 24.1.5 No changes		
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3. CONTRIBUTION TO LESOTHO'S SOCIO-ECONOMIC DEVELOPMENT

KEL Media keeps the people informed about development projects, programs or issues that are either on-going or that need attention in the community. It provides real-time information , also the most recent updates to listeners.

It serves as a potent tool for dissemination information on crucial development issues such as health, agriculture, education, and hygiene.

KEL Media provides information on local events, services, and resources, and also promotes community initiatives and organizations. It brings everyone together both the young, old, poor, and rich. Everyone can share their opinions, and through that create understanding and tolerance among communication and individuals.

KEL Media helps by addressing social, economic, water and sanitation and disaster related issues more effectively and strategically.

Supporting local events, promoting local businesses, keeping residents informed about local issues, and opportunities for civic engagement.

Raising awareness, mobilizing, and sensitizing the community and promoting collective solutions for common problems.

Giving voice to people who do not have access to mainstream media to express their views on community development.

4. CORPORATE SOCIAL INVESTMENT

KEL Media has contributed a lot to different villages several times depending on people's needs. It happened that a young lady who was staying with her grandmother passed on, then KEL Media and other listeners of this radio were able to assist that old lady who had no money to bury her child.

Not only this but in different kind of needs. KEL Media brought a very good impact to the villages through their listeners, for instance, bought school shoes, uniforms, stationery, and food packages, on behalf of unable families.

5. TRAINING PLAN & SOURCES OF FUNDING

Five people are going to be employed including those who completed their training at Limkokwing University of Creative Technology through LCA. This will happen during July or August 2024. source of income through the sales revenue.

**ABRIDGED VERSION FOR RENEWAL OF SOUND BROADCASTING LICENCE - KEL
MEDIA**

KEL MEDIA PROGRAMMING SCHEDULE & SYNOPSIS

RE RIBOLLA MOPHATA:	Monday-Friday 06:00-08:00	Current affairs programme, where we share information in a clear and concise format, present the facts, and the listeners through phone-ins.
MOTS'EO:	Monday, Wednesday, & Friday 09:00-12:00	Based on issues that affect women and girls. e.g. sexual abuse and physical abuse. We normally invite the experts in this matter to come up with the solutions.
TSAMAEA LE RONA:	Monday-Thursday 12:00-15:00	Based on transport, addressing all transport modes, business opportunities, border control issues, road fund Lesotho, travel issues and news in general.
BOCHA KE PALESA:	Monday-Friday 15:00-18:00	Youth's challenges such as unemployment, alcohol abuse, teenage pregnancy. On other side career and education, and different talents.
IPAPALI:	Monday- Friday 18:00-19:00	Almost everything in sports, news, live coverage.
SA HOLE LE HAUFI:	Monday-Thursday 19:00-21:00	Current affairs programme, where we share information in a clear and concise format, present the facts, and the listener through phone-ins.
ESOTHO LEA BINA:	Monday-Friday 21:00-00:00	Focused on Lesotho artists "interviews and their music".
ALIMEHANG:	Monday-Friday 21:00-00:00	We come out with different topics. e.g. Combating crime, community issues etc.
HOTLA:	Tuesdays 09:00-12:00	Focused on men, for instance health issues, job creation, say

		no to women abuse etc
..IPAROLA THOTA (currently unavailable)		Famo music(koriana)
REA NYANYAKA		Music
PARADIES:	Wensdays 21:00-22:00	Marriage counselling
BOCHABA BA RONA:	Thursdays 09:00-10:00	Basotho culture based program. For instance, clothes, food, sports and recreation activities. etc
SELIBA SA MALI:	Thursday 10:00-11:00	Women association based programme in LECSA Church preaching the word of God.
..ITSEBISO LE GOSPEL MUSIC:	Thursday 11:00-12:00	Announcements and gospel music
MINO OA MEKHA LE MAKHOTLA A ..IPOLOTIKI		Political music
JIKA DANCE:	Fridays 12:00-15:00	Other Africans music,
..IKHALALA TSA KEL:	Saturdays 08:00-10:00	Empowering women, Sharing different ideas.
VALANE:	Saturday 19:00-20:00	History in general
REGGAE		Reggae music
..Itsebiso tsa kereke:	Sundays 06:00-07:00	LECSA Information and Announcements
BANNA LE BAHLANKANA:	Sundays 07:00-08:00	Preaching the word of God
VOKHATLO OA BIBELE LESOTHO:	Sundays 08:00-09:00	Bible Society Lesotho
TSEBELETSO EA KEREKE:	Sundays 11:30-12:00	Church service by LECSA
COUNTRY AND WESTERN MUSIC:	Sundays 13:00-15:00	Music
JAZZ MUSIC:	Sundays 19:00-20:00	Music and any information in between
..IPSHAMATHE:	Sundays 20:00-22:00	Coral Music and interviews
..EETO LA THAPELO:	Monday-Friday 08:00-09:00	Preaching the word of God and, play a church service recording.